



WPTV

## ORDER

Print Date 08/21/12 Page 1 of 3

Contract / Revision 307360 / Obama for America

Order Sep 00:30:00

Original Date / Revision      Agency Com      15%

Estimate # 1537

08/08/12 08/08/12 Billing Contact

## Alt Order #

Advertiser Obama / Democrat / Preside

Order Type GENERAL

**1010 Wisconsin Ave**

Billing Cycle EOM/EO

Agency GMMB Inc

## Demographic A35+

#### **Buying Contact**

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Rev Codes      [DOI](#)

1010 W. 1st St., Ste. A • Austin, TX 78701 • 512.477.1222 • Sales Region NAT

## Product Codes PL

1010 Wisconsin Avenue Suite #300 Washington, DC 20007 Agency Ref 2

Priority P-3

## Primary Account Executive

## Primary Account Executive

Account Executive	Order%	Start Date	End Date
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Marta Salazar-Perren 100%

### Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXFI	%	

## Order Totals

## Billing Plan

Order Totals		Billing Plan							
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	26	\$16,745.00	\$19,700.00	0.00	10/29/12	11/05/12	26	\$16,745.00	\$19,700.00
Totals	26	\$16,745.00	\$19,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
E 1	WPTV	10/30/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week: 10/30/12      11/05/12      -----S-      1      \$600.00      0.00															
E 3	WPTV	10/30/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
Start Date      End Date      Weekdays      Spots/Week      Rate      Rating															
Week: 10/30/12      11/05/12      MTWTF--      1      \$750.00      0.00															
E 4	WPTV	10/30/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00



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## Contract / Revision

307360

**Flight Dates 10/30/12-11/05/12**

## Hiatus Dates

Original Date / Revision 08/08/12 / 08/08/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

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Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 08/08/12 / 08/08/12

Order Sep 00:30:00

Advertiser Obama / Democrat / Presid Product Obama for America

Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
E 18	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    2    \$1,100.00    0.00															
E 19	WPTV	10/30/12	11/05/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    -----S-    1    \$500.00    0.00															
E 20	WPTV	10/30/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    2    \$650.00    0.00															
E 21	WPTV	10/30/12	11/05/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    -----S-    1    \$350.00    0.00															
E 22	WPTV	10/30/12	11/05/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    1    \$650.00    0.00															
E 23	WPTV	10/30/12	11/05/12	NBC Monday Prime The voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    M-----    1    \$2,500.00    0.00															
E 25	WPTV	10/30/12	11/05/12	Wednesday Prime B law & order: svu	CM	9-10p	--W----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    --W----    1    \$1,250.00    0.00															
E 26	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    MTWTF--    2    \$850.00    0.00															
E 31	WPTV	10/30/12	11/05/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12    11/05/12    ----F--    1    \$1,000.00    0.00															
														Totals	26 \$19,700.00